

Recent Operations

By Paul Hardin

I've been connected with country weekly newspapers in one capacity or another for 25 years. I've had something to do with a lot of publicity printed for the United States government. I've printed publicity stories for the army, navy, coast guard, and other agencies. Every line of it has been printed free in out of a patriotic way.

During those years I've seen the federal government spend millions of dollars in advertising for necessities to keep the wheels of government turning. But, never once have I seen the government spend a single cent in advertising for advertising space in a country weekly. Of course, the various department heads realize the value of advertising and reading space in a country weekly other than they would not send out their own train of free mailings. I'm hoping that some of it will find its way into print and into the homes of the community.

Now, things have changed. The United States Navy, beginning next week, is running a PAID advertising campaign in every country weekly in the state in an effort to stimulate the sale of the war branch of the service. The campaign will last for eight weeks and the ads are to be big ones and not the little 2x3's but five inch wide and more than 14 inches in depth. Each ad will carry an interesting and educational message to the youth or our fair state pointing out the advantages of life in the navy as compared with the other branches of the service.

The campaign is being handled by one of America's largest advertising agencies—Batten, Barton, Durstine and Osborne of New York. This company has prepared ads and they will be printed simultaneously in 160 weeklies and 22 dailies in Florida next week. The United States Navy agrees to pay regular advertising rates.

At a meeting of Florida publishers in Orlando Tuesday, where the ad orders were placed with the publishers, Bruce Barton, a member of the advertising firm, made a splendid speech and sought cooperation of the weekly publishers in making the campaign successful. Naturally, every newspaper man there pledged his support. So, if during the next few weeks I see a lot of interesting ads in the Navy, think nothing of it. I'll merely be making an effort to help a customer, and I'll be glad to have his ads placed in this newspaper.

And speaking of that fellow Bruce Barton? Do you remember him? He is a former congressman from the "Sun" Stocking Bill in New York City. He is the man who, several years ago, wrote that famous book about "The Great Gatsby." I've known him for many years and it was a real treat to see him on Tuesday of last week. He is a splendid talker, he held the interest of his audience from the time he took the floor until he had finished his inspiring address. There were many other notables on the program Tuesday but I'll mention only the other three who stood out in my estimation and it will be many a day before I forget his remarks concerning the national emergency.

Enrollment Down At Pahokee School

Enrollment at the Pahokee Junior and Senior High School was curtailed by the failure of students to comply with the "two weeks' notice" rule and the Pahokee School Board. The Pahokee School Board, Principal D. C. Daulton expects to have a sharp increase in enrollment. 250 pupils enrolled at the Junior and Senior High school and 249 at the Elementary school. The school is in compliance with grades is as follows: 5th, 15; 6th, 15; 7th, 15; 8th, 15; 9th, 15; 10th, 15; 11th, 15; 12th, 15; 13th, 15; 14th, 15; 15th, 15; 16th, 15; 17th, 15; 18th, 15; 19th, 15; 20th, 15; 21st, 15; 22nd, 15; 23rd, 15; 24th, 15; 25th, 15; 26th, 15; 27th, 15; 28th, 15; 29th, 15; 30th, 15; 31st, 15; 32nd, 15; 33rd, 15; 34th, 15; 35th, 15; 36th, 15; 37th, 15; 38th, 15; 39th, 15; 40th, 15; 41st, 15; 42nd, 15; 43rd, 15; 44th, 15; 45th, 15; 46th, 15; 47th, 15; 48th, 15; 49th, 15; 50th, 15; 51st, 15; 52nd, 15; 53rd, 15; 54th, 15; 55th, 15; 56th, 15; 57th, 15; 58th, 15; 59th, 15; 60th, 15; 61st, 15; 62nd, 15; 63rd, 15; 64th, 15; 65th, 15; 66th, 15; 67th, 15; 68th, 15; 69th, 15; 70th, 15; 71st, 15; 72nd, 15; 73rd, 15; 74th, 15; 75th, 15; 76th, 15; 77th, 15; 78th, 15; 79th, 15; 80th, 15; 81st, 15; 82nd, 15; 83rd, 15; 84th, 15; 85th, 15; 86th, 15; 87th, 15; 88th, 15; 89th, 15; 90th, 15; 91st, 15; 92nd, 15; 93rd, 15; 94th, 15; 95th, 15; 96th, 15; 97th, 15; 98th, 15; 99th, 15; 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For a place in the Navy,
get the emblem. It is a badge
to wear.

coupon A3
paper

Whatever, please send
giving full details about
Army or Naval Reserve.

Age _____

State _____